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2 **CLAIMS:**

3 What is claimed is:

1 1. A method for determining whether to attempt to sell
2 an offering to a potential client, the method comprising:
3 determining a set of criteria questions identified
4 as being important in determining whether to attempt to
5 sell the offering to the potential client;
6 determining a set of possible answers to each of the
7 criteria questions;
8 assigning a respective criteria question weighting
9 factor to each criteria question;
10 assigning an answer weighting factor to each
11 potential answer for a respective criteria question;
12 determining answers to each of the criteria
13 questions; and
14 calculating a qualifying score.

1 2. The method as recited in claim 1, wherein the
2 answers to at least some of the criteria questions are
3 determined via user input.

1 3. The method as recited in claim 1, wherein the
2 answers to at least some of the criteria questions are
3 determined by referencing a database of potential
4 customer information.

1 4. The method as recited in claim 3, wherein a user may
2 override answers supplied from the database of potential
3 customer information.

1 5. The method as recited in claim 1, wherein the sum of
2 weighting factors for each of the criteria questions
3 equals one hundred percent.

1 6. The method as recited in claim 1, wherein a criteria
2 question raw score for a selected one of the criteria
3 questions is calculated by multiplying the answer
4 weighting factor corresponding to the answer selected for
5 the selected one of the criteria questions by the
6 criteria question weighting factor for the selected one
7 of the criteria questions.

1 7. The method as recited in claim 6, wherein the
2 qualifying score is calculated by adding each of the
3 criteria question raw scores together.

1 8. The method as recited in claim 1, further
2 comprising:
3 specifying ranges of qualifying scores and actions
4 to be taken corresponding to each range;
5 determining the range in which the qualifying score
6 falls; and
7 presenting the user with a graphical indication
8 indicating which range the qualifying score falls.

1 9. The method as recited in claim 8, wherein the
2 graphical indication comprises coloring a box containing
3 the qualifying score on a user display with a color which
4 indicates which of the ranges the qualifying score falls.

1 10. A computer program product in a computer readable
2 media for use in a data processing system for determining
3 whether to attempt to sell an offering to a potential
4 client, the computer program product comprising:
5 first instructions for determining a set of criteria
6 questions identified as being important in determining
7 whether to attempt to sell the offering to the potential
8 client;
9 second instructions for determining a set of
10 possible answers to each of the criteria questions;
11 third instructions for assigning a respective
12 criteria question weighting factor to each criteria
13 question;
14 fourth instructions for assigning an answer
15 weighting factor to each potential answer for a
16 respective criteria question;
17 fifth instructions for determining answers to each
18 of the criteria questions; and
19 sixth instructions for calculating a qualifying
20 score.

1 11. The computer program product as recited in claim 10,
2 wherein the answers to at least some of the criteria
3 questions are determined via user input.

1 12. The computer program product as recited in claim 10,
2 wherein the answers to at least some of the criteria
3 questions are determined by referencing a database of
4 potential customer information.

1 13. The computer program product as recited in claim 12,
2 wherein a user may override answers supplied from the
3 database of potential customer information.

1 14. The computer program product as recited in claim 10,
2 wherein the sum of weighting factors for each of the
3 criteria questions equals one hundred percent.

1 15. The computer program product as recited in claim 10,
2 wherein a criteria question raw score for a selected one
3 of the criteria questions is calculated by multiplying
4 the answer weighting factor corresponding to the answer
5 selected for the selected one of the criteria questions
6 by the criteria question weighting factor for the
7 selected one of the criteria questions.

1 16. The computer program product as recited in claim 15,
2 wherein the qualifying score is calculated by adding each
3 of the criteria question raw scores together.

1 17. The computer program product as recited in claim 10,
2 further comprising:

3 seventh instructions for specifying ranges of
4 qualifying scores and actions to be taken corresponding
5 to each range;

6 eighth instructions for determining the range in
7 which the qualifying score falls; and

8 ninth instructions for presenting the user with a
9 graphical indication indicating which range the
10 qualifying score falls.

1 18. The computer program product as recited in claim 17,
2 wherein the graphical indication comprises coloring a box
3 containing the qualifying score on a user display with a
4 color which indicates which of the ranges the qualifying
5 score falls.

1 19. A system in a computer readable media for use in a
2 data processing system for determining whether to attempt
3 to sell an offering to a potential client, the system
4 comprising:

5 first means for determining a set of criteria
6 questions identified as being important in determining
7 whether to attempt to sell the offering to the potential
8 client;

9 second means for determining a set of possible
10 answers to each of the criteria questions;

11 third means for assigning a respective criteria
12 question weighting factor to each criteria question;

13 fourth means for assigning an answer weighting
14 factor to each potential answer for a respective criteria
15 question;

16 fifth means for determining answers to each of the
17 criteria questions; and

18 sixth means for calculating a qualifying score.

1 20. The system as recited in claim 19, wherein the
2 answers to at least some of the criteria questions are
3 determined via user input.

1 21. The system as recited in claim 19, wherein the
2 answers to at least some of the criteria questions are
3 determined by referencing a database of potential
4 customer information.

1 22. The system as recited in claim 21, wherein a user
2 may override answers supplied from the database of
3 potential customer information.

1 23. The system as recited in claim 19, wherein the sum
2 of weighting factors for each of the criteria questions
3 equals one hundred percent.

1 24. The system as recited in claim 19, wherein a
2 criteria question raw score for a selected one of the
3 criteria questions is calculated by multiplying the
4 answer weighting factor corresponding to the answer
5 selected for the selected one of the criteria questions

6 by the criteria question weighting factor for the
7 selected one of the criteria questions.

1 25. The system as recited in claim 24, wherein the
2 qualifying score is calculated by adding each of the
3 criteria question raw scores together.

1 26. The system as recited in claim 19, further
2 comprising:

3 seventh means for specifying ranges of qualifying
4 scores and actions to be taken corresponding to each
5 range;

6 eighth means for determining the range in which the
7 qualifying score falls; and

8 ninth means for presenting the user with a graphical
9 indication indicating which range the qualifying score
10 falls.

1 27. The system as recited in claim 26, wherein the
2 graphical indication comprises coloring a box containing
3 the qualifying score on a user display with a color which
4 indicates which of the ranges the qualifying score falls.